LEAD GENERATION
NATIVE ADVERTISING

What is "Native Advertising?"

A type of online advertising that matches the form of the other content on the platform on which it appears. An example is an article written by a company to promote its expertise on a topic or a success story showcasing its product or service. The article appears in the same form as other editorial content.

What do you get with a BIC native ad?

- Second or fourth story in BIC Industry Report E-Newsletter
- Dedicated landing page with top banner and floor ad
- Within and at the end of the article, the sponsor can provide "call to action" links, videos, white papers, etc.
- Posted on BICMagazine.com for one year
- Promoted on social media for one week
- Advanced analytic report

Top Banner and Floor Ad on landing page

Sponsor can choose to run the same banner or different banners for the Top Banner and Floor Ad positions. The Floor ad is a fixed adhesion ad that sits at the bottom of the browser and remains in the user's view even as they scroll up or down on the page.

Ad sizes for each position:
- Desktop: 970 x 90
- Mobile: 728 x 90, 300 x 250 and 300 x 100

Content:
- 500-2,500 word article
- 2 or more images/videos. Images: 3 MB max. Videos: YouTube link or MP4 file, use drop box service for files larger than 8 MB.

Within and at the end of the article, the sponsor can provide "call to action" links, videos, white papers, etc.

Send all content and ad files to heather@bicalliance.com two weeks before publish date.

Typical response:

- On average, depending upon content, there will be 40 to 100+ email addresses clicking on sponsor's content (minus opt-outs)
- Up to 100+ total page views

See Native Ad examples here.

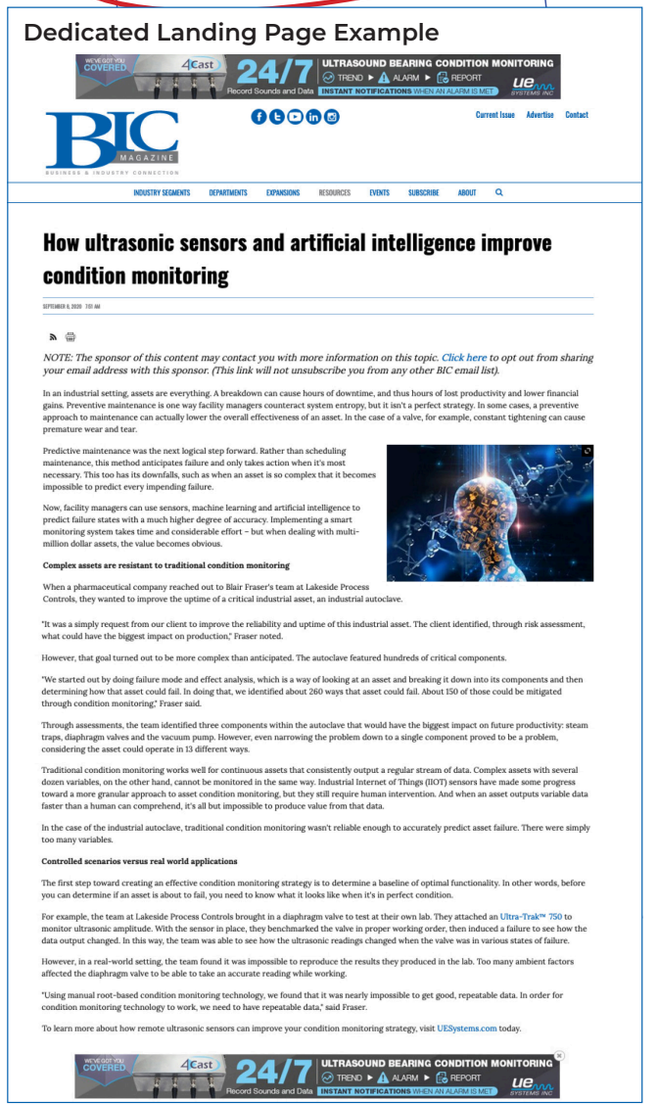
Rate:

$5,100 Native Ad #1
$3,750 Native Ad #2

> "BIC's native advertising program is a proven way to get our company's message in front of a relevant and engaged audience."
>
> **Jason Broha**
> Marketing Director
> Turner Industries

Native Ad Example (circled in red)

Dedicated Landing Page Example



For more information:

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